



WXYZ

# ORDER

Print Date 11/13/12 Page 1 of 3

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315688 / 314-Michigan Education Associatic**

Original Date / Revision      Agency Com    15%

10/23/12    11/01/12      Billing Contact

Advertiser **Michigan Education Associatic**  
**1322 G Street SE**  
**Washington, DC 20003-3021**

Agency    **Mundy Katowitz Media Inc**

Buying Contact  
**1322 G Street SE**  
**Washington, DC 20003-3021**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep      00:20:00  
Estimate #      **1830**  
Alt Order #  
Billing Type    Cash  
Order Type    GENERAL  
Billing Cycle   EOM/EOC  
Billing Calendar BROADCAST  
Demographic   A25-54  
Rev Codes      POL      POL      ISS  
Product Codes DO  
Priority          FX  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
UNKWN	100%
WADL	%
WDIV	%
WDWB	%
WJBK	%
WKBD	%
WLPC	%
WPXD	%
WTVS	%
WWJ	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	38	\$44,710.00	\$52,600.00	0.00	10/29/12	11/06/12	38	\$44,710.00	\$52,600.00
<b>Totals</b>	<b>38</b>	<b>\$44,710.00</b>	<b>\$52,600.00</b>	<b>0.00</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	11/01/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11-11--	:30	4	\$300.00	P-2	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/30/12	11/05/12	1--11--		3			\$300.00			0.00		
	Week:	11/06/12	11/12/12	-1-----		1			\$300.00			0.00		
N 2	WXYZ	11/01/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-11--	:30	4	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/30/12	11/05/12	1--11--		3			\$900.00			0.00		
	Week:	11/06/12	11/12/12	-1-----		1			\$900.00			0.00		
N 3	WXYZ	11/06/12	11/06/12	6am News M-F	CM	6-7am M-F	-T-----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00



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Print Date: 11/13/12

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Contract / Revision **315688** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Michigan Education Assoc** Product **314-Michigan Education As** Estimate # **1830**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Action News 6am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/12	11/12/12	-T-----					1	\$2,000.00		0.00			
N 4	WXYZ	11/01/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22-22--	:30	8	\$2,000.00	FX	0.00	NM	8	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	2--22--					6	\$2,000.00		0.00			
		Week: 11/06/12	11/12/12	-2-----					2	\$2,000.00		0.00			
N 5	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$1,200.00		0.00			
N 6	WXYZ	11/04/12	11/04/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$1,200.00		0.00			
N 7	WXYZ	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1--11--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1--11--					3	\$1,500.00		0.00			
N 8	WXYZ	11/01/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	1--11--	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1--11--					3	\$3,000.00		0.00			
N 9	WXYZ	11/01/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-1--11--	1--11--	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1--11--					3	\$750.00		0.00			
N 10	WXYZ	11/01/12	11/05/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	1--11--	:30	3	\$400.00	FX	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1--11--					3	\$400.00		0.00			
N 11	WXYZ	11/03/12	11/03/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$250.00		0.00			
N 12	WXYZ	11/03/12	11/03/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$100.00		0.00			
N 13	WXYZ	11/04/12	11/04/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WXYZ	10/30/12-11/05/12	Sports Update 1130-12m Su		1130pm-12am	-----Su	:30		<del>(\$1,000.00)</del>		0.00	NM		
	Credited														
N 14	WXYZ	11/04/12	11/04/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$350.00		0.00			



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Contract / Revision    **315688**    Flight Dates **10/30/12-11/06/12**    Hiatus Dates  
Original Date / Revision    10/23/12/    11/01/12    Order Sep    00:20:00  
Advertiser    **Michigan Education Assoc**    Product **314-Michigan Education As**    Estimate #    **1830**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WXYZ	11/04/12	11/04/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$350.00		0.00			
N 15	WXYZ	11/03/12	11/03/12	SA 10-11am News Spec SA 10-11am News	CM	10-11am	-----S-	:30	1	\$1,750.00	FX	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,750.00		0.00			
N 16	WXYZ	11/03/12	11/03/12	SA 10-11am News Spec SA 10-11am News	CM	10-11am	-----S-	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$3,000.00		0.00			
N 17	WXYZ	11/04/12	11/04/12	SU 12-1pm News Spec SU 12-1p News	CM	12-1p	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$3,000.00		0.00			
N 18	WXYZ	11/04/12	11/04/12	Su 12-6pm Rotator ET Weekend 1-2pm	CM	ET Weekend 1-2pr (1:00 PM-2:00 PM)	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$2,000.00		0.00			
Totals														38	\$52,600.00